



CONSERVATION INTERNATIONAL STUDIO ZERO

Studio Edition 2: OceanX

Terms and Conditions

Introduction

Conservation International is seeking young aspiring content creators passionate about the sustainability and conservation sector to join our inaugural climate storytelling network, Studio Zero, to inspire a new wave of energy and creativity in addressing climate change. Studio Zero is a community of young climate storytellers who inspire a future of net zero, zero waste and a healthy natural world.

Studio Zero is a six-month program from October 2023 to June 2024, with a mix of online classrooms and in-person studio formats. In its first edition at The Earthshot Week 2023, the live content studio will deliver a training curriculum in crafting compelling climate narratives, visual and audio storytelling techniques, online safety and fact-checking, marketing and distribution strategies, and more. Participants will apply these skills and be guided in the process of storyboarding, production and editing as they create exclusive stories during key global moments of conservation history.

Conservation International is a non-profit organization that empowers societies to responsibly and sustainably care for nature and global biodiversity. Conservation International works in partnership with diverse institutions and populations to take action against climate change, with efforts centered around ocean conservation, nature-based sustainable development, and natural climate solutions.

The Earthshot Prize, founded by Prince William in 2020, is a prestigious environmental prize which aims to discover, celebrate, accelerate and scale solutions that can help put the world firmly on a trajectory towards a stable climate, where communities, oceans and biodiversity thrive in harmony by 2030. In November 2023, in partnership with Temasek Trust, Temasek, GenZero and Conservation International, The Earthshot Prize was held in Singapore to spotlight the environmental creativity and innovation of Southeast Asia. The Studio Zero program (Edition 1) was launched during the Earthshot Week.

OceanX is a mission to support scientists to explore the ocean and to bring it back to the world through captivating media. Uniting leading media, science, and philanthropy partners, OceanX utilizes next-gen technology, fearless science, compelling storytelling, and immersive experiences to educate, inspire, and connect the world with the ocean and build a global community deeply engaged with understanding, enjoying, and protecting our oceans.

Studio Zero is supported by the National Youth Council (NYC) of Singapore. NYC Singapore collaborates with partners to ensure young Singaporeans have opportunities to develop self-awareness and resilience, deepen community spirit, and be future-ready.

Eligibility Criteria

- Application is open to all Singaporean Citizens and Permanent Residents, aged 18 to 35 years old as of 6 November 2024.
- Participants are aspiring content creators who are self-motivated and interested in conservation, climate and sustainability issues. Content creators refer to individuals who produce enjoyable or informative content using various mediums or platforms, with a particular focus on digital content, although not exclusively limited to it.

- Participants are not evaluated on the size of their social media following, but are expected to have a minimum base of 500 social media followers and publish content regularly.
- Participants are not expected to possess advanced content creation skills, but must demonstrate a desire to improve their mobile storytelling skills with the intention to advocate for nature.
- Participants must demonstrate a keen understanding and passion for climate issues, nature conservation and sustainable development.
- Participants with an engaged social media following and regular published content will be preferred.
- Participants should have near fluent or fluent proficiency in English.

Application Process

Eligible youth are invited to apply for Studio Zero through this [link](#). Submitting your application does not guarantee a spot at the event.

New participants applying for Studio Edition 2: Ocean X will be joining the existing Studio Zero program that commenced in October 2023.

Personal information will be managed in accordance with the Conservation International [Privacy Policy](#) and the Singapore Personal Data Protection Act 2012.

If registration numbers exceed the intake capacity, applicants will be evaluated on their potential to be social media advocates for climate and nature, and availability to attend the full duration of the program.

The registration deadline is 1 March 2024, applications received after that will not be accepted.

Benefits

- Two live content studios and online classrooms
- Special access to key moments at global conservation events
- Training in creating effective short stories in mobile-first formats, crafting compelling narratives, visual and audio storytelling techniques, online safety and fact-checking, marketing and distribution strategies, and more
- Hands-on guidance in the storyboarding, mobile production and editing process
- Meet and network with expert guest speakers
- Content exposure on Conservation International's media channels
- Opportunity to join future studio editions
- Certificate of participation

Requirements

- Participation in the six-month program, including the OceanXplorer Immersion Experience on 22 March 2024, is required.
- Participants will be selected based on their availability to attend as many of the experiences as possible.
- Participants will need to create and post at least one hero social media content piece at each live content studio and two more content pieces for the online assignments, all to be published to their personal social media channels following the deadlines provided by Conservation International.
- Participants will be required to share screenshots of content published (e.g. Instagram stories) and share a report on the views and engagement metrics of the content.

- Branding guidelines, call to actions, key messages, relevant hashtags and Conservation International social media handles will be provided for participants to incorporate into their content.
- All content created will be reviewed and require the approval of Conservation International before being published.
- Conservation International reserves the intellectual rights to all content created and participants will be provided a perpetual license.
- Any use of or reference to Conservation International's name, trademarks and/or logos by participants require Conservation International's prior written consent.
- Participants should refrain from associating Conservation International with any personal opinions that are divisive or abusive in nature towards any individual or organization.
- Participants will also agree to be photographed and filmed for non-commercial objectives during the program duration. These photos and videos may be used in communications media and audiovisual means, including but not limited to written press, television, internet, outdoor display, corporate publications, exhibitions, in Singapore and worldwide.
- Conservation International reserves the right to make changes to the program lineup without notice, and to amend the terms and conditions of Studio Zero and participants agree to abide by all terms and conditions thereof and Singapore law.

Key Dates

Completed Events

Wed, 25 October 2023 : Kick-off Zoom call

Mon, 6 November 2023 : The Earthshot Prize Welcome Youth Reception, and Studio Zero (Day 1)

Tue, 7 November 2023 : The Earthshot Prize Green Carpet Event and Award Ceremony, and Studio Zero (Day 2)

Wed, 8 November 2023 : Sungei Buloh Wetland Reserve Nature Walk (half day)

Thu, 9 November 2023 : The Earthshot Prize curated experiences

End November 2023 : Follow-up Zoom call

Upcoming Events

March 2024 : Virtual kick off call in the week of 11th or 18th March 2024 (TBC)

Fri, 22 March 2024 : Studio Edition 2: OceanX (half-day, in-person)

May/June 2024 : Studio Zero Closing Session (TBC)

(The program lineup may be subject to changes. A full program schedule will be shared with successful applicants.)